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DORAL Box 100's Introduction

Objective: Introduce DORAL Box Full Flavor 100s and DORAL Box Light 100s in the following regions:

1200 - New York
6700 - Detroit

Purpose: Broaden DORAL's business-building opportunity into the growing Savings Box 100s category.

- Branded Savings Box 100 category has increased 20.0% nationally in the last 18 months.

Field Sales Involvement

Sell direct accounts two new styles of DORAL Box 100s and utilize pre-booking allowance of 25¢ to pull product through direct accounts to retail.

Product and Packaging

- Box 100s packaging graphics closely tied to current soft packs with the addition of the word "Box" on the front of packs.
- Both styles of Box 100s have cork filters (consistent with our DORAL Full Flavor and Lights 100s soft pack styles) which will be competitive with GPC Box 100 styles.

Sales Objectives/Strategies

- Obtain distribution during normal coverage with emphasis on pack outlets and cigarette tobacco stores during May - June 1998.
- Gain trial via display/product positioning and strong price communication with new DORAL Box 100 POS.
 - In pack outlets, merchandise on DORAL counter display.
 - In carton outlets, merchandise on pack and carton fixtures with DORAL brand family.

Case Allowance

- No case allowances for DORAL Box 100s. Leverage wholesale and retail partners programs.

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Pre-Booking Allowance

- A 25¢ per carton pre-booking allowance will be available for this introduction.
Reporting/Payment Code: DOR BOX 100 PREB Rate: .25
Reporting Dates: 5/4 - 7/3/98

Shelf Life

- DORAL Box 100s will have standard shelf life.

Shipping Dates

- Product in Public Warehouses: May 4, 1998
- First Ship Date to Direct Accounts: May 11, 1998
(See Attachment A - Direct Account Fact Sheet)

Pricing/Promotion

- DORAL Box 100 styles are included in the June B1G1F for pack outlets and the June B4G1F and B8G2F for CTS outlets.
- The current DORAL ceiling strategy will also support the introduction of the new DORAL 100 Box styles. The following new DORAL Box 100 pricing POS pieces are on open order and should be used to communicate price to consumers:

POS Support/Materials

#537572	DORAL Box 100 19" Canopy Card	1/SKU
#537584	DORAL Box 100 24" Pkg. Merch. Card	1/SKU
#537602	DORAL Box 100 Small PPD Card	1/SKU
* #537611	DORAL Box 100 Dump Bin Riser Card	1/SKU
#537704	DORAL Box 100 Price Wobbler	1/SKU
#502100	DORAL FF Box 100s Carton End Labels	1 sheet/SKU
#502094	DORAL Lt Box 100s Carton End Labels	1 sheet/SKU
#489581	DORAL FF/Lt Box 100s Pack Tags	1 sheet/SKU
#489611	DORAL FF Box 100s Repack	1 sheet/SKU
#489623	DORAL Lt Box 100s Repack	1/SKU

* Not available for order until 5/4/98.

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R. J. REYNOLDS TOBACCO COMPANY

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DORAL Full Flavor Box and Lights Box 100's

Direct Account Fact Sheet

Two DORAL brand line extensions, DORAL Full Flavor Box 100s and DORAL Light Box 100s, will be made available in your market for order on 5/4/98 with the first ship date to direct accounts on 5/11/98.

Pricing

DORAL Full Flavor Box 100 and Light Box 100 styles will be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	<u>Carton</u>	<u>(6M) Case</u>	<u>List Price</u>
DORAL Full Flavor Box 100's	\$10.64	\$319.20	\$53.20/M
DORAL Light Box 100's	\$10.64	\$319.20	\$53.20/M

Product Dimensions and Weights

	<u>Length</u>	<u>Width</u>	<u>Height</u>	<u>Cube (ft.)</u>	<u>Weight</u>
DORAL Box 100's					
Pack	2.2188"	.9375"	3.9688"	0.004	1.067 oz.
Carton	11.125"	1.875"	4.0625"	0.041	11.47 oz.
6M Case	20.375"	11.437"	11.187"	1.630	21.27 lbs.

UPC Information

<u>Style</u>	<u>Pack</u>	<u>Carton</u>	<u>6M Case</u>
DORAL Full Flavor Box 100's	12300 22079	12300 22080	12300 22081
DORAL Light Box 100's	12300 22082	12300 22083	12300 22084

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